

Fundraising Opportunity

Project Name: Belenus

Sector: Specialist Equine Equipment

Seeking seed extension for a highly awarded and regarded company with an evidence-based range of wearable therapeutic electronic devices for Equine recovery and pain relief.



COMPANY VISION

- **MISSION:** We're improving global health, helping people and animals to live better lives and playing a substantial role in the next wave of healthcare and medicine.
- **PROBLEM:** 38% of all horses suffer from chronic pain, lameness, back problems, limb disorders & wounds with no solution apart from medication which has limited effectiveness and potentially dangerous side effects.
- **SOLUTION:** Establish accessible bioelectronics at the forefront of equine sports medicine and veterinary MedTech innovation that is widely accessible through tack shops & veterinary hospitals.
- **OPPORTUNITY:** £4.4bn Total Addressable Market (TAM). The equine population is 22 million across 16 countries including APAC, Europe & North America.

INVESTMENT TARGET

- Seed Extension of circa £500k, followed by Series A shortly of £6m.
- Preference for "Smart Capital" strategic investors that can advise on sales, marketing, distribution and manufacturing.

BENEFITS OF INVESTMENT

- Opportunity to invest in a product range which perform as well as or better than conventional medicine, with fewer side-effects, using non-invasive bioelectronics.
- 6 further devices currently in development across the human clinical, consumer healthcare spectrums, allows for revenue growth in faster access areas, whilst developing products behind the scene, which are impacted by regulatory timelines.
- Exceptional management team with previous background in medical devices, R&D, finance, sales, brand design and medical research.
- Sales are driven through wholesale distribution, e-commerce and B2B medical sales, with 3 current distributor contracts in place, and further underway.
- Revenue model of product plus accessories with a forthcoming app, which will enable real-time return of data on the use of treatment options and efficacy.



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